

FIG. 1

100

CONSUMER: JOHN DOE; PRODUCT: DOWNHILL SKI; RAW		110
ATTRIBUTE <sup>112</sup>	ATTRIBUTE LEVEL/ASSOCIATED PART WORTH VALUE	114
COLOR	YELLOW/6; BLUE/2; GREEN/0	
PRICE	\$450/9; \$550/3; \$650/0; \$750/X	
BRAND	ROSSIGNOL/10; VOLKL/0; FISCHER/2; K2/5	
TYPE	ALL MOUNTAIN/0; JUNIOR/X; SLALOM/5; GS/8	

FIG. 2

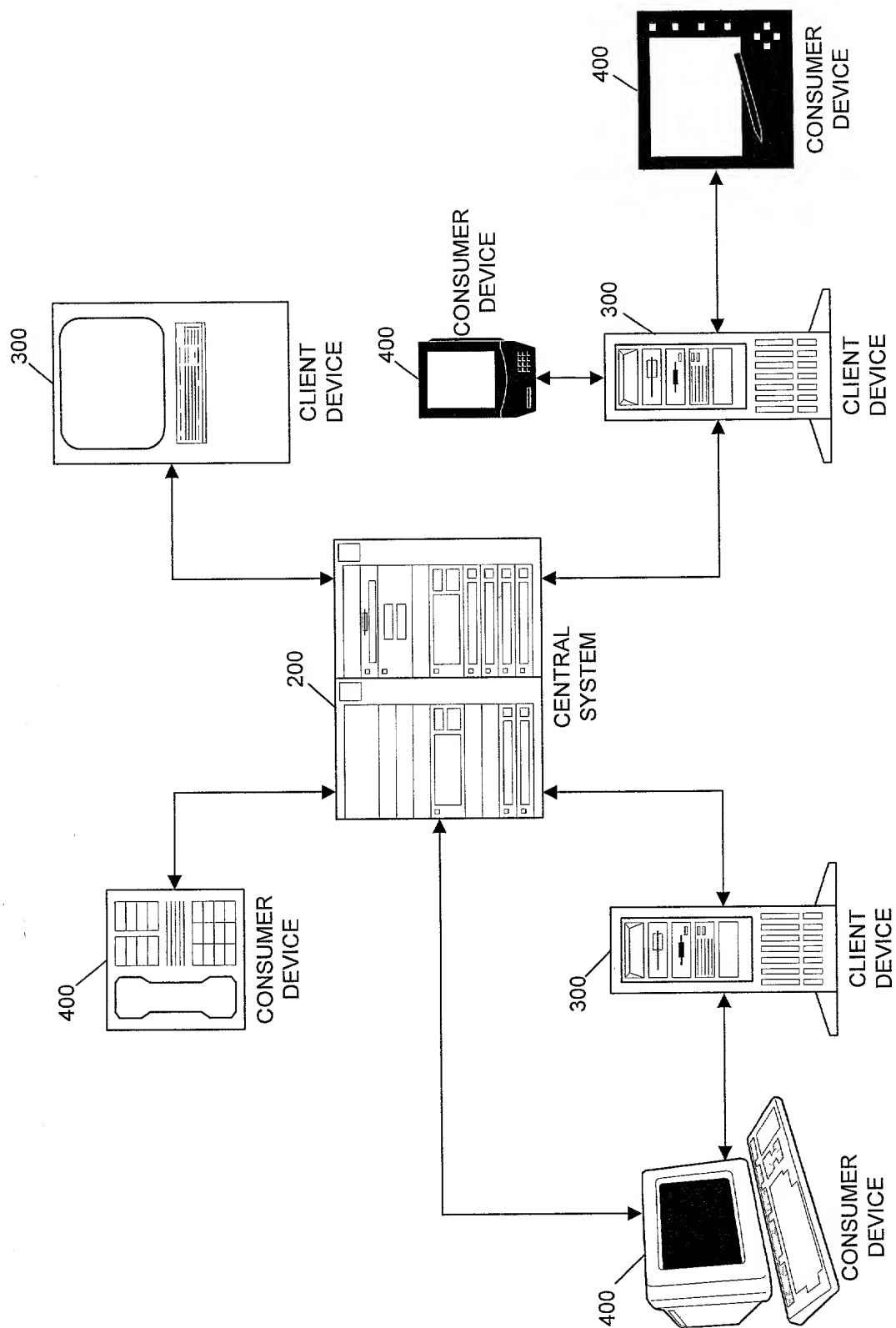


FIG. 3

200

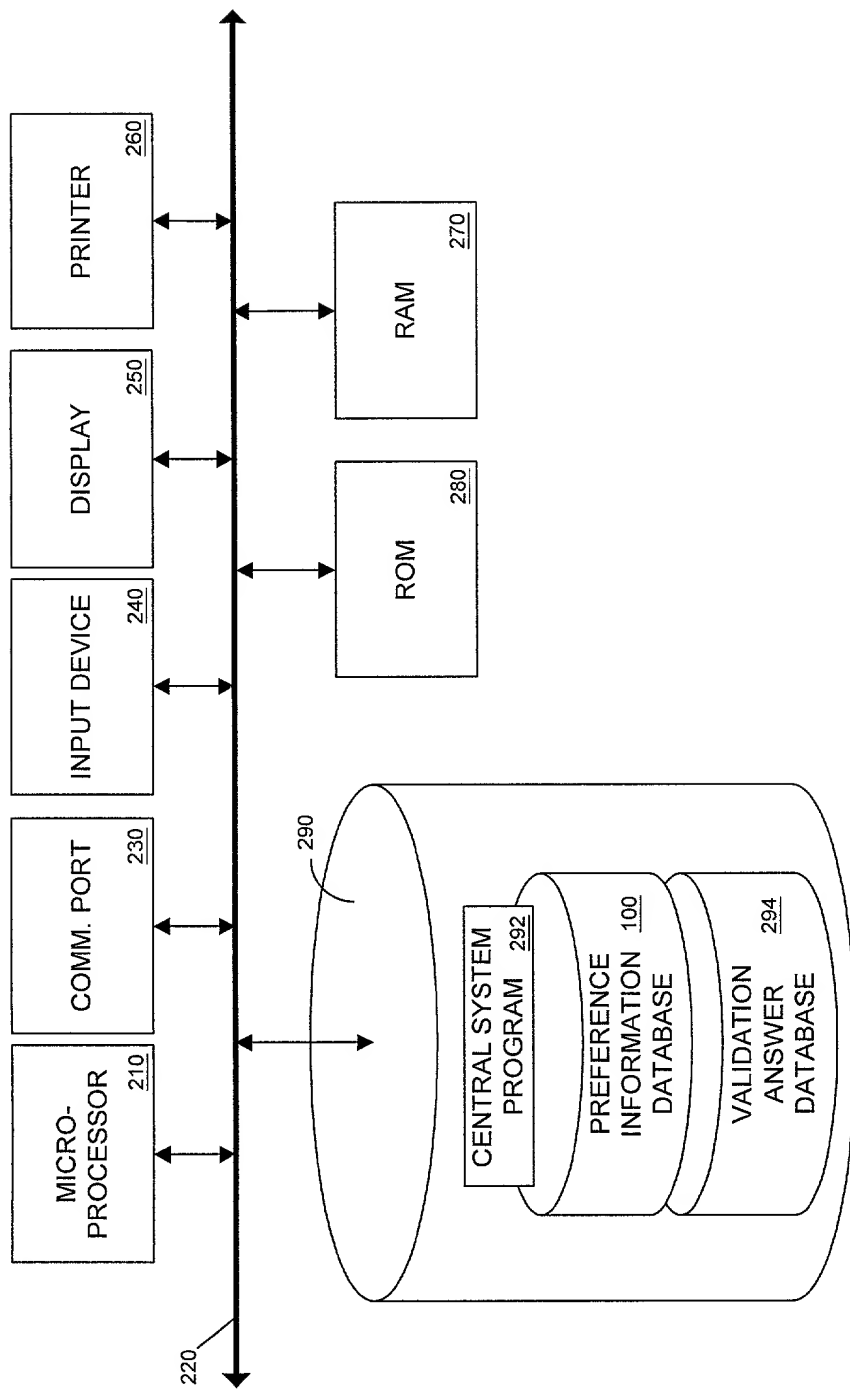


FIG. 4

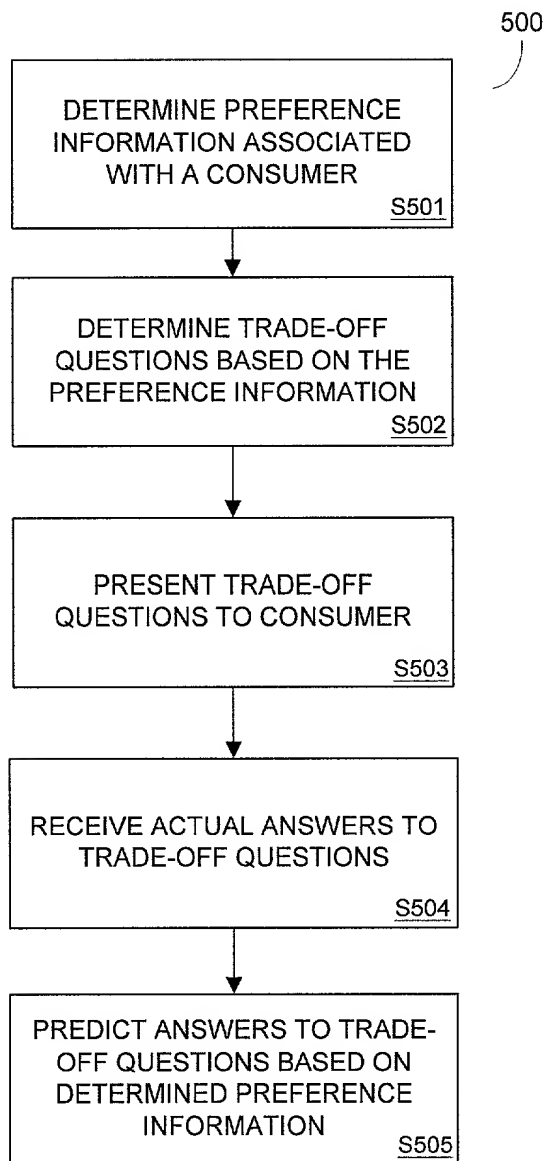


FIG. 5

100

CONSUMER: JOHN PUBLIC; PRODUCT: DOWNHILL SKI; RAW			110
ATTRIBUTE	112	ATTRIBUTE LEVEL/ASSOCIATED PART WORTH VALUE	114
COLOR		YELLOW/0; BLUE/6.8; GREEN/2.72	
PRICE		\$450/4; \$550/2; \$650/0; \$750/X	
BRAND		ROSSIGNOL/10; VOLKL/3; FISCHER/0; K2/5	
TYPE		ALL MOUNTAIN/1.82; JUNIOR/1.04; SLALOM/0; GS/2.6	

FIG. 6

700

COLOR/ PRICE	\$450	\$550	\$650	\$750
BLUE	10.8	8.8	6.8	N/A
GREEN	6.72	4.72	2.72	N/A
YELLOW	4	2	0	N/A

FIG. 7

TRADE-OFF QUESTION	OBJECT 1		V.	OBJECT 2		ACTUAL PREFERENCE INTENSITY	PREDICTED PREFERENCE INTENSITY	PREDICTED SUBGROUP PREFERENCE INTENSITY
1	\$550	ALL MOUNTAIN		\$450	JUNIOR	-150	-61	-176
2	GREEN	ROSSIG-NOL		BLUE	VOLKL	100	146	96.5
3	\$450	ALL MOUNTAIN		\$550	GS	50	61	45.5
4	\$550	GS		\$450	JUNIOR	-50	-22	5.5
5	YELLOW	ROSSIG-NOL		BLUE	VOLKL	50	10	61
6	BLUE	K2		GREEN	ROSSIG-NOL	-100	-46	-155.5
7	YELLOW	ROSSIG-NOL		BLUE	K2	-50	-90	-61
8	\$550	ALL MOUNTAIN		\$450	JUNIOR	200	139	-121.5

FIG. 8





1000

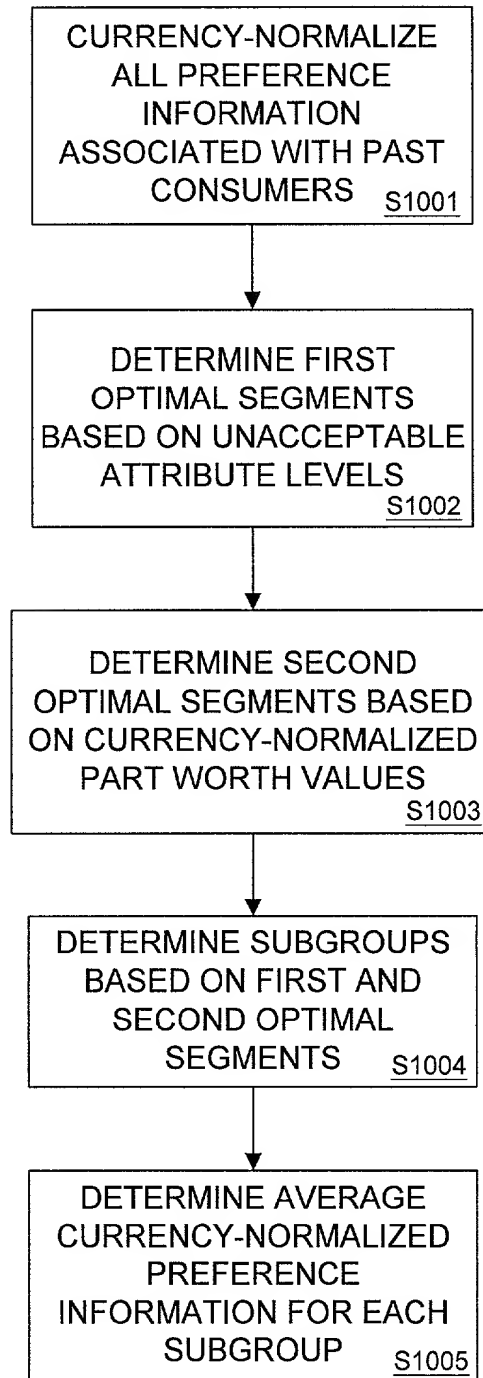


FIG. 10

100

CONSUMER: JOHN PUBLIC; PRODUCT: DOWNHILL SKI; CURRENCY-NORMALIZED			110
ATTRIBUTE	112	ATTRIBUTE LEVEL/ASSOCIATED PART WORTH VALUE	114
COLOR		YELLOW/0; BLUE/340; GREEN/136	
PRICE		\$450/200; \$550/100; \$650/0; \$750/X	
BRAND		ROSSIGNOL/500; VOLKL/150; FISCHER/0; K2/250	
TYPE		ALL MOUNTAIN/91; JUNIOR/52; SLALOM/0; GS/130	

FIG. 11

100

SUBGROUP: AII; PRODUCT: DOWNHILL SKI; CURRENCY-NORMALIZED		110
ATTRIBUTE <u>112</u>	ATTRIBUTE LEVEL/ASSOCIATED PART WORTH VALUE	114
COLOR	YELLOW/97.43; BLUE/65.03; GREEN/0.4	
PRICE	\$450/220; \$550/87.5; \$650/43.3; \$750/0	
BRAND	ROSSIGNOL/130.43; VOLKL/34.43; FISCHER/54.43; K2/99.00	
TYPE	ALL MOUNTAIN/50.5; JUNIOR/33.2; SLALOM/51.33; GS/109.10	

FIG. 12

CURRENCY-NORMALIZE  
PREFERENCE INFORMATION  
ASSOCIATED WITH CURRENT  
CONSUMER S1301

1300

DETERMINE OPTIMAL  
SUBGROUP FOR CURRENT  
CONSUMER BASED ON  
ASSOCIATED CURRENCY-  
NORMALIZED PREFERENCE  
INFORMATION S1302

DETERMINE OPTIMAL MIXTURE  
OF ASSOCIATED CURRENCY-  
NORMALIZED PREFERENCE  
INFORMATION AND AVERAGE  
PREFERENCE INFORMATION  
ASSOCIATED WITH OPTIMAL  
SUBGROUP S1303

MIX PREFERENCE  
INFORMATION ASSOCIATED  
WITH CURRENT CONSUMER  
WITH AVERAGE PREFERENCE  
INFORMATION ASSOCIATED  
WITH OPTIMAL SUBGROUP  
BASED ON DETERMINED  
OPTIMAL MIXTURE S1304

FIG. 13

100

CONSUMER: JOHN PUBLIC; PRODUCT: DOWNHILL SKI; STABILIZED			110
ATTRIBUTE <sup>112</sup>	ATTRIBUTE LEVEL/ASSOCIATED PART WORTH VALUE		114
COLOR	YELLOW/111.11; BLUE/55.67; GREEN/.2		
PRICE	\$450/213; \$550/76.7; \$650/2.2; \$750/X		
BRAND	ROSSIGNOL/180.95; VOLKL/16.61; FISCHER/49.94; K2/105.76		
TYPE	ALL MOUNTAIN/30.1; JUNIOR/X; SLALOM/80.66; GS/145.45		

FIG. 14

CONSUMER: JOHN PUBLIC	DOWNHILL SKI	DATA COLLECTED: 12/12/01, 5:23 PM
ATTRIBUTE	ATTRIBUTE LEVEL/ASSOCIATED CURRENCY - NORMALIZED PART WORTH VALUE	
COLOR	YELLOW \$UTILITY = 111.11	BLUE \$UTILITY = 55.67 GREEN \$UTILITY = .2
PRICE	\$450 \$UTILITY = 213	\$650 \$UTILITY = 2.2 \$750 \$UTILITY = X
BRAND	ROSSIGNOL \$UTILITY = 180.95	VOLKL \$UTILITY = 16.61 FISCHER \$UTILITY = 49.94 K2 \$UTILITY = 105.76
TYPE	ALL MOUNTAIN \$UTILITY = 30.1	JUNIOR \$UTILITY = X SLALOM \$UTILITY = 80.66 GS \$UTILITY = 145.45
"X" REPRESENTS PART WORTH VALUES THAT ARE UNKNOWN BECAUSE ASSOCIATED ATTRIBUTE LEVELS ARE UNACCEPTABLE TO CONSUMER.		

FIG. 15